



# To all peoples throughout the world Mecca means goal

The historic pilgrimage to the Sacred City of Mecca has made the name and meaning of Mecca known to all peoples.

To men of all nations Mecca means goal.

When you hear a man speak of anything being the "Mecca," you know that he means it is the goal he is trying to reach.

The World Series, for example, is the baseball fan's "Mecca."

On a hot day the beach is the "Mecca" of all city folk. The Mecca cigarette is so named because it is the "Mecca" of all cigarette smokers.

Mecca was made because real men wanted a real man's smoke. When Turkish tobacco was brought to this country sixteen years ago, smokers thought for a time they had found the tobacco they had been looking for. But they soon found that Turkish tobacco lacked something. It had flavor and fragrance but it lacked the character of American tobacco.

On the other hand, straight American tobacco didn't have just the flavor smokers wanted.

The Mecca blend solved the question. It combined the flavor of Turkish tobacco with the character of American.

At last smokers had found a real man's cigarette.

The popularity of Mecca soon justified the name. More than a million men reach the goal every day—and smoke Mecca.

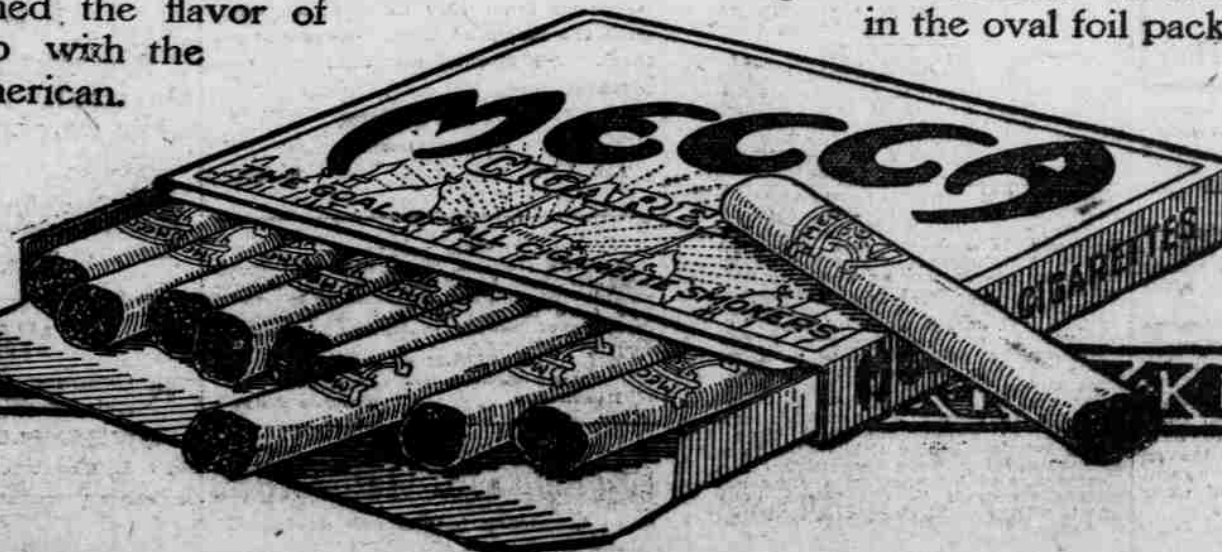
Men tell us that after searching for years for a real smoke, they have found their goal in Mecca cigarettes.

Try a Mecca yourself today.

See why Mecca has become the goal of all cigarette smokers. In the handy slide box 5c for 10, in the oval foil package 10c for 20.

**455 Miles of Mecca—**

are smoked every day. If Mecca were not a good cigarette, all the advertising in the world could not make it sell like that.



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